

Message Text

UNCLASSIFIED

PAGE 01 QUITO 05112 031619Z

47

ACTION ARA-20

INFO OCT-01 ISO-00 COME-00 EB-11 USIA-15 RSC-01 DRC-01

/049 W

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R 031341Z AUG 74

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 1981

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 5112

FOR WASHINGTON ACTION STAFF

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: COMMERCIAL TASK FORCE (CTF) MEETING, JULY 31

REF: STATE 074812

1. DUE UNAVAILABILITY OF AMBASSADOR AND DCM, ABOVE MEETING CHAIRED BY COMAT. FOLLOWING IS RESUME OF TOPICS DISCUSSED.

2. COMMERCIAL REFERENCE FACILITIES (REF. STATE A-5348): IT WAS NOTED THAT GUAYAQUIL COMMERCIAL LIBRARY WAS RELEGATED TO GROUP III RANKING IN REPAIR. DECISION WAS MADE TO REQUEST CHANGE TO GROUP I IN VIEW OF GUAYAQUIL'S PREDOMINANT POSITION AS ECUADOR'S LEADING COMMERCIAL CENTER, AND NEED FOR TOPNOTCH POST COMMERCIAL REFERENCES FACILITIES IN THAT CITY. ALLOCATION OF \$2,150, AS REQUESTED BY POSTS FOR FY 75, CONSIDERED ADEQUATE FOR NEW PURCHASES.

3. CCP CAMPAIGNS: ASSISTANT COMAT ADVISED CTF MEMBERS THEIR PARTICIPATION WOULD BE NEEDED AND WELCOMED IN CAMPAIGNS FOR UPCOMING TRADE EVENTS.

4. CAMPAIGN TO PROMOTE US COLOR TV SYSTEM (NTSC) IN LATIN AMERICA: IT WAS NOTED THAT TWO NTSC COLOR CHANNELS ALREADY EXIST IN ECUADOR, AND THAT GOE SHOULD HAVE INTEREST IN ASSURING THAT THIS SYSTEM PREVAILS IN NEIGHBORING COUNTRIES. IN COMPLIANCE WITH STATE 164164, UNCLASSIFIED

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TASK FORCE WAS SET UP, CONSISTING OF MOST MEMBERS OF CTF.

MAIN FUNCTION FOR PRESENT WILL BE TO REPORT LOCAL PRIVATE
AND OFFICIAL VIEWS ON DIFFERENT SYSTEMS.

5. MEMBERS WERE INFORMED THAT, IN ACCORD WITH AMBASSADOR'S WISHES,
NEXT CTF MEETING WOULD BE HELD IN GUAYAQUIL IN MID-AUGUST. GUAYAQUIL
REP SUGGESTED THAT DATE MIGHT COINCIDE WITH CONGEN'S MEETING WITH
US BUSINESSMEN.

6. PRIOR TO REGULAR DISCUSSION PERIOD, MEMBERS WERE SHOWN USIS/COMMER
CE
FILM, ELECTRONIC SUPERMARKET, DESCRIBING COMMERCE TRADE OPPORTUNITY
PROGRAM.

7. DUE ABSENCE OF REP FROM MILITARY ATTACHCE'S OFFICE, DISCUSSION OF
AGENDA TOPIC RELATING TO MILITARY SALES WAS POSTPONED.
BREWSTER

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NNN

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